



United States  
Department of  
Agriculture

Marketing and  
Regulatory  
Programs

Agricultural  
Marketing  
Service

1400 Independence Ave.  
Washington, DC  
20250

July 2004

To the Reader:

I am pleased to present the Department of Agriculture's (USDA) 2004 "Report to Congress on the National Dairy Promotion and Research Program and the National Fluid Milk Processor Promotion Program."

The Dairy Production Stabilization Act of 1983 authorized a national producer program for dairy product promotion, research, and nutrition education as a part of a comprehensive strategy to increase human consumption of milk and dairy products. The Dairy Promotion and Research Order became effective on May 1, 1984, and so began the era of national dairy promotion.

With the passage of the National Fluid Milk Promotion Act of 1990 and subsequent coordination of the fluid milk and dairy promotion programs, America's dairy farmers and milk processors now spend over \$350 million annually to help drive demand for fluid milk and dairy products. USDA strongly supports national commodity research and promotion initiatives such as these, which provide industry with important self-help tools for the development, maintenance, and expansion of domestic and international markets for agricultural products.

The report is intended to provide accurate, detailed information on the two dairy promotion programs. Please send your comments and suggestions on how it can be modified to serve readers' needs more effectively to the address listed on the contact information page.

This year marks the 20<sup>th</sup> anniversary of the National Dairy Promotion and Research Program. We look forward to the next 20 years of national dairy product and fluid milk promotion in the United States.

Sincerely,

A handwritten signature in black ink, appearing to read "A. J. Yates". The signature is stylized with a large, sweeping "A" and a long, horizontal stroke extending to the right.

A. J. Yates  
Administrator